



Monica Whiting
Vice President
Customer Experience

Mail Station 9086
PO Box 53999
Phoenix, Arizona 85072-3999
Monica.Whiting@aps.com

December 7, 2020

Docket Control
Chairman Robert (Bob) Burns
Commissioner Boyd Dunn
Commissioner Sandra D. Kennedy
Commissioner Justin Olson
Commissioner Lea Márquez Peterson
Arizona Corporation Commission
1200 W. Washington Street
Phoenix, AZ 85007

Re: Arizona Public Service Company (APS or Company) Secret Shopper Program
Rate Review and Examination of Books and Records of APS
Docket No. E-01345A-19-0003

Dear Commissioners:

At Open Meetings throughout this year, APS President Daniel Froetscher and I have been sharing updates on the Company's efforts to improve customer service. Through these updates, the Company has discussed several new programs, including the Secret Shopper Program (Program). The following is a summary of the Program's findings and an explanation of the Company's decision to not continue the Program in 2021.

Background

The Program was envisioned as one of several tools to help APS gather feedback to improve overall customer experience, identify customer service efficiency opportunities and shape business decisions. APS partnered with Intellishop, a national secret shopper company, to develop and implement the overall Program, which launched in early 2020. Three separate programs were deployed for secret shopper reviews: *Service Plan Education*, *Assistance Programs*, and *Marketplace*. A description of each program is provided below, and more detailed reports are attached to this letter.

Secret Shopper Program Results

Service Plan Education. Deployed at the end of March 2020, the Service Plan Education program is a telephone-based shop designed to measure the APS Care Center's performance in helping customers better understand service plans. Customers who

participated gave APS an 83 percent overall rating, citing positive interaction with advisors and specifically calling out courteousness and expertise.

Possible areas of improvement identified by customers included longer than expected wait times and the need to use multiple prompts in the interactive voice response (IVR) system. Moreover, while advisors recommended the service plan comparison tool approximately 85 percent of the time, customers noted that other programs were not discussed.

As of November 30, 2020, 92 Service Plan Education shops had been completed.

Assistance Programs. Deployed in May 2020, the Assistance Programs shop is a phone study measuring the Company's Care Center advisors' performance specific to helping customers understand available assistance programs. Customers in this shop gave the Company a rating of 74 percent. Like Service Plan Education, over 88 percent of shoppers reacted positively to the advisor's knowledge and interest in serving them. Customers also indicated that the advisor showed genuine compassion for them and their situation and indicated that they were offered a variety of assistance programs to address their specific needs.

Assistance Programs shoppers cited the number of prompts within the IVR system as an area needing improvement, which adversely impacted this shop's overall average score. Approximately 56 percent of shoppers encountered three or more prompts before reaching an advisor, and many stated the IVR did not understand their request or provided information that was irrelevant.

As of November 30, 2020, 59 Assistance Programs shops had been completed.

Marketplace. The Marketplace shop, deployed in July 2020, was a web-based evaluation of performance specific to the APS Marketplace. The purpose of this research was to measure the web experience and usability of the APS Marketplace prior to its launch. The Customer Advisory Board (CAB), Stakeholder Working Group and other customer research was also used in the development of the APS Marketplace tool.

Nearly 96 percent of shoppers were satisfied with the APS Marketplace. Specifically, shoppers provided positive feedback on ease of navigation and the usefulness of the information. However, due to a vendor error, the Marketplace shop was promoted to both APS and non-APS customers, which increased the number of shops performed, but also led to negative shopper experiences. For example, a field within the site requires a valid APS zip code to proceed, which non-APS customers lacked.

The Marketplace program reached 126 shops and concluded in August 2020.

APS is currently acting on the feedback received from the Secret Shopper Program in several ways including:

- Improving IVR messaging;
- Making it easier for customers to quickly reach an advisor;
- Training advisors to offer more specific programs to customers; and
- Continued efforts to improve the speed of answer for phone calls.

Reasons for Program Discontinuation

When the Program launched in early 2020, the Company established a goal with the vendor to complete 135 customer shops per month. However, the number of participating customers has been significantly lower than the vendor and the Company anticipated.

Several changes to the Program were implemented to help drive higher shop rates including:

- Increasing the incentive paid per shop;
- Promoting the shops to the existing shopper network; and
- Working to recruit new shoppers to the network.

These efforts failed to produce the number of shops the Company requires to continue the Program. APS is receiving information about the topics from other feedback tools, such as transactional surveys, quality call monitoring, and JD Power assessments and surveys. APS will continue to seek and use customer feedback about these topics through these and other established channels.

Future Customer and Stakeholder Input

APS remains committed to improving the Company's customer service and reflecting the customer voice and perspective in new messaging, customer facing tools and programs. APS will continue the CAB and Stakeholder Working Group meetings, which have been successful in providing feedback on topics including:

- Pro forma billing and new rate comparison tool (Stakeholders)
- COVID-19 Relief Programs (Stakeholders)
- The Energy Estimator Tool (CAB and Stakeholders)
- Virtual Home Energy Audits (CAB and Stakeholders)
- APS Marketplace (CAB and Stakeholders)
- Customer Payment Arrangements (Stakeholders)
- Education and outreach, including marketing promotions and customer communications (CAB and Stakeholders)
- Bill redesign (CAB and Stakeholders)

The CAB and the Stakeholder Working Group are actively engaged in reviewing and providing feedback on customer-facing programs and initiatives. APS will continue these groups into 2021.

Please let me know if you have any questions.

Sincerely,

/s/ Monica Whiting

Monica Whiting

MW/eml
Attachments



SURVEY SUMMARY
Arizona Public Service: Telephone Customer Inquiry
Scenario Theme: Service Plan Education
3/25/2020 - 11/30/2020

92 evaluations, Avg Score 82.65%

General Information

Scenario Theme:	100% - Service Plan Education 0% - Assistance Programs
Assigned Scenario (Service Plan Education):	26.1% - Scenario 1 17.4% - Scenario 2 18.5% - Scenario 3 38% - Scenario 4
Scenario Used (Assistance Programs):	0% - Scenario 1 (Customer expresses they cannot pay their bill OR need more time to pay (NOT COVID-19 related)) 0% - Scenario 2 (Customer expresses they forgot to pay their bill) 0% - Scenario 3 (Customer experiences a personal loss/significant life change) 0% - Scenario 4 (Customer is concerned for a loved one in distress and wants to find out what options they have) 0% - Scenario 5 (Customer expresses they cannot pay their bill (COVID related))
Which persona did you use? (Service Plan Education)	26.1% - My neighbor/family/friend just switched to a new service plan because they received a letter telling them they could save money. How do I know if I can save too? 1.1% - My roommates just moved out and I know I'll be using less energy with less people in the home. Can I switch to a cheaper service plan? 4.3% - I have a new job and will be working nights, and am not home during the day. Does being on a time of use plan help me if I'm not home during the day? 7.6% - I can see my bill and energy usage is going up and don't know why. I'm not doing anything different. Did you change my service plan? 10.9% - I'm getting ready to retire this year and am worried about my bill going up because I'm home more often. How can I make sure that doesn't happen since I'll be on a fixed income? 26.1% - My job has changed and I'll be working from home during the day. I want to be comfortable and use my air conditioner when it's hot but don't

want my bill to increase. How can I do that?

4.3% - My neighbor told me that I can my laundry before 8pm and it won't impact my bill. Is that true?

13% - My friend told me that I shouldn't cook dinner before 8pm because it will cost me too much money. What do they mean?

1.1% - I'm a stay at home parent, and after my kids get home from school I have to do laundry, cook, etc, before we all go to bed at 9pm. I've heard it's not good to do all of that at one time, but don't know how I can avoid it. Can I be on a plan where time of use doesn't matter? (if not, how do I make sure to keep my bills as low as possible).

0% - I'm launching a new business and am never home so I don't want to be on a time of use plan. How do I sign up for a "flat" rate plan?

2.2% - I'm getting ready to remodel my home and don't usually pay attention to my electricity usage. The remodel is expensive and I want to know how I can minimize my costs. Is there anything I can do to minimize the impacts to my bill?

3.3% - (Newer customer- less than 3 months of service) I used to have SRP and am trying to find a service plan at APS that was similar to what I had with them. I had limitations on when I should use electricity. They told me not to use my appliance during that same time frame. What plan(s) at APS are similar to this?

Which persona did you use?
(Assistance Programs)

0% - I've recently lost my job and cannot pay my bill this month

0% - I've recently had my hours cut and need help paying my bill

0% - I've had some unexpected expenses this month and cannot pay my bill this month

0% - I've recently been out of town and forgot to pay my bill and need more time

0% - I've been busier than usual and forgot to pay.

0% - I've recently lost a family member and have unexpected expenses to take care of

0% - I need to move a family member with a life-threatening illness and/or they use essential life-sustaining medical equipment that has a critical need for electricity- what do I need to do to make sure their equipment does not lose power?

0% - My elderly family member is living alone and I'm worried about making sure they pay their bill every month.

0% - My elderly family member is on a fixed income. With summer coming, how can they keep their bills manageable and not fall behind?

0% - I've recently lost my job and cannot pay my bill this month

0% - I've recently had my hours cut and need help paying my bill

0% - I've had some unexpected expenses this month and cannot pay my bill this month

0% - My finances have been impacted by COVID-19 (for any or all of the above reasons)

Are you an APS solar customer? 28.7% Yes, 71.3% No, 0% N/A

Date shop performed Various

Day shop performed:

0% - Sunday

2.2% - Monday

28.3% - Tuesday

26.1% - Wednesday

19.6% - Thursday

23.9% - Friday

0% - Saturday

Recorded Call:	Various
Time call started:	Various
Time call ended:	Various
Length of call:	10:48 min:sec

Welcome/First Impressions

Number of minutes waited before speaking to a live person? 41.3% - No wait (answered immediately after being transferred by the automated phone system)
27.2% - Less than 1 minute
12% - 1-2 minutes
17.4% - 2-5 minutes
2.2% - More than 5 minutes

Number of voice prompts required to reach an advisor? 56.5% - Less than 3
30.4% - 3 to less than 5
13% - 5 to less than 8
0% - More than 8

Did the automated phone system verify your identity? 75% Yes, 25% No

Did the automated phone system have a feature/button allowing you to go immediately to a live person? 12% Yes, 88% No

Did the advisor ask you to repeat any information you provided to the automated phone system (address, account number, or unique identification)? 37% Yes, 63% No

What information did you have to repeat? Check all that apply 64.7% - Name
20.6% - Verify last 4 digits of ID type on file
26.5% - Account number
38.2% - Service Address
29.4% - Reason for calling

At any point during the shop, did the advisor call you by your name? 51.1% Yes, 48.9% No

While you were speaking to the advisor, were you ever put on hold? 18.5% Yes, 81.5% No, 0% N/A

What was the reason you were put on hold (or what was said by the advisor)? Various

Approximately, how long were you placed on hold? 41.2% - Less than 30 seconds
17.6% - More than 30 seconds, but less than 1 minute
11.8% - More than 1 minute, but less than 2 minutes
23.5% - More than 2 minutes, but less than 5 minutes

	5.9% - Greater than 5 minutes
Did the length of the hold time exceed your expectations?	29.4% Yes, 70.6% No
Did you experience any difficulty understanding the advisor?	5.4% Yes, 94.6% No
Why did you have difficulty understanding the advisor? (Check all that apply)	40% - Spoke in technical terms 20% - Did not articulate well/speak clearly 0% - Background noise 40% - Other
Description of other difficulty encountered:	Various
How many advisors did you speak to?	93.5% - 1 6.5% - 2 0% - 3 or more
Did the advisor ask if you had any other questions before ending the call?	76.1% Yes, 23.9% No
Did the advisor thank you at the end of the interaction?	96.7% Yes, 3.3% No
Needs Assessment	
Did advisor ask any questions to further understand your needs?	55.4% Yes, 29.3% No, 15.2% N/A
Description of advisor's level of interest in serving you?	84.8% - Complete focused, total attention, willing to spend as much time as needed 15.2% - Reasonably focused, but occasionally distracted or began to get feeling they wanted to move on 0% - Distracted, definite impression Sales Associate wanted or needed to be doing something else
Did your advisor initiate any "small talk" (conversation) during this encounter?	19.6% Yes, 80.4% No
Did the advisor offer any additional services or programs to you?	50% Yes, 50% No
How much time did the advisor spend describing the services or programs?	6.5% - Less than 30 seconds 17.4% - More than 30 seconds, but less than 1 minute 15.2% - More than 1 minute, but less than 2 minutes 32.6% - More than 2 minutes, but less than 5 minutes 28.3% - Greater than 5 minutes
List the additional services or programs your advisor	8.7% - Home Energy Analyzer 13% - Energy Support Program

recommended. (select all that apply)

17.4% - Budget Billing
84.8% - Service Plan Comparison
0% - Autopay
4.3% - Payment Arrangement
2.2% - Notifications
21.7% - Other
0% - Alerts/Notifications
2.2% - Crisis Bill Assistance/2-1-1
0% - Energy Saving Tips
0% - Energy Support Program with Medical Care
0% - Medical Care Monitoring
0% - Payment Arrangement(
0% - Preferred Due Date
0% - Project SHARE
0% - Safety Net
0% - Service Plan Comparison Tool
0% - Summer Hold Period

What other services or programs were shared with you?

Various

Overall Customer Experience

Which of the following best describes your level of satisfaction with navigating and interacting with the automated phone system?

67.8% - Very Satisfied: I had no issues with the automated system, and everything functioned as expected
26.4% - Somewhat Satisfied: My overall experience was okay, but not perfect
5.7% - Dissatisfied: There was nothing about the interaction with the automated system that was satisfactory

How could the automated system have been improved?

Various

Compared to other automated phone systems you have interacted with, how would you rate the APS system?

35.4% - Much better than others
25.6% - A little better than others
30.5% - About the same as others
8.5% - A little worse than others
0% - Much worse than others

What made it worse than others?

Various

Which of the following best describes the enthusiasm of the advisor?

41.3% - Talented: (truly engaged and enthusiastic - someone who sounds like they really love their job and dealing with people, made a great impression)
57.6% - Skilled: (polite, businesslike - absolutely nothing wrong with the rep's personality, just not truly exceptional)
1.1% - Less Skilled: (sounds bored or unhappy with their job, dull or gruff - a regular customer would feel like they wish they had someone with a better personality on the line)

Which of the following best describes how knowledgeable your advisor was?

63% - Talented: (total command of the subject as if they had been doing this all their life)
37% - Skilled: (reasonably knowledgeable, was able to answer questions without difficulty or support)

	0% - Less Skilled: (difficulty providing answers, would make a real customer feel as if they wanted to speak to someone more knowledgeable)
Which of the following best describes your advisor's listening skills?	<p>40.2% - Talented: (went out of their way to ask thoughtful questions and seemed to be paying close attention to my answers including probing follow up; ie- congratulations on your new home, thank you for being a long term customer)</p> <p>54.3% - Skilled: (asked some relevant questions and responded to my answers)</p> <p>5.4% - Less Skilled: (rep did all the talking, very few questions OR did minimal talking and did not understand the reason for my call)</p>
Which of the following best describes your overall feeling about the company based on this call?	<p>46.7% - If I had a choice, I was so impressed that I left the call confident that this company is better than any other options</p> <p>53.3% - If I had a choice, I would definitely consider using APS as my electric provider, but was not impressed to the point that I am confident they are the best solution</p> <p>0% - If I had a choice, I would not select APS as my electric provider. I would be hesitant to trust and recommend this company.</p>
Problems shopper experienced during call. (select all that apply)	<p>22.8% - The automated phone system was confusing (not sure what to say or push to reach the right department)</p> <p>17.4% - Took too long to reach a "live" person</p> <p>2.2% - Advisor said computer was responding slowly or shared details about the process they were following (told customer steps they were taking to resolve their issue)</p> <p>1.1% - Advisor had difficulty accessing records/materials</p> <p>0% - Advisor unsure how to process request</p> <p>2.2% - Sound volume too low</p> <p>1.1% - Able to hear background noise</p> <p>1.1% - Advisor took too long to process the request</p> <p>2.2% - Other problem</p> <p>59.8% - No problems encountered</p>
Other problem experienced:	Various
Please provide a description of your call experience, from start to finish. Include any items or moments that stood out to you (good or bad).	Various

Data Provided from IntelliShop Portal





SURVEY SUMMARY
Arizona Public Service: Telephone Customer Inquiry
Scenario Theme: Assistance Programs
5/13/2020 - 11/30/2020

59 evaluations, Avg Score 74.20%

General Information

Scenario Theme:	0% - Service Plan Education 100% - Assistance Programs
Assigned Scenario (Service Plan Education):	0% - Scenario 1 0% - Scenario 2 0% - Scenario 3 0% - Scenario 4
Scenario Used (Assistance Programs):	13.6% - Scenario 1 (Customer expresses they cannot pay their bill OR need more time to pay (NOT COVID-19 related)) 1.7% - Scenario 2 (Customer expresses they forgot to pay their bill) 11.9% - Scenario 3 (Customer experiences a personal loss/significant life change) 69.5% - Scenario 4 (Customer is concerned for a loved one in distress and wants to find out what options they have) 3.4% - Scenario 5 (Customer expresses they cannot pay their bill (COVID related))
Which persona did you use? (Service Plan Education)	0% - My neighbor/family/friend just switched to a new service plan because they received a letter telling them they could save money. How do I know if I can save too? 0% - My roommates just moved out and I know I'll be using less energy with less people in the home. Can I switch to a cheaper service plan? 0% - I have a new job and will be working nights, and am not home during the day. Does being on a time of use plan help me if I'm not home during the day? 0% - I can see my bill and energy usage is going up and don't know why. I'm not doing anything different. Did you change my service plan? 0% - I'm getting ready to retire this year and am worried about my bill going up because I'm home more often. How can I make sure that doesn't happen since I'll be on a fixed income? 0% - My job has changed and I'll be working from home during the day. I want to be comfortable and use my air conditioner when it's hot but don't

want my bill to increase. How can I do that?

0% - My neighbor told me that I can my laundry before 8pm and it won't impact my bill. Is that true?

0% - My friend told me that I shouldn't cook dinner before 8pm because it will cost me too much money. What do they mean?

0% - I'm a stay at home parent, and after my kids get home from school I have to do laundry, cook, etc, before we all go to bed at 9pm. I've heard it's not good to do all of that at one time, but don't know how I can avoid it. Can I be on a plan where time of use doesn't matter? (if not, how do I make sure to keep my bills as low as possible).

0% - I'm launching a new business and am never home so I don't want to be on a time of use plan. How do I sign up for a "flat" rate plan?

0% - I'm getting ready to remodel my home and don't usually pay attention to my electricity usage. The remodel is expensive and I want to know how I can minimize my costs. Is there anything I can do to minimize the impacts to my bill?

0% - (Newer customer- less than 3 months of service) I used to have SRP and am trying to find a service plan at APS that was similar to what I had with them. I had limitations on when I should use electricity. They told me not to use my appliance during that same time frame. What plan(s) at APS are similar to this?

Which persona did you use?
(Assistance Programs)

1.7% - I've recently lost my job and cannot pay my bill this month

3.4% - I've recently had my hours cut and need help paying my bill

10.2% - I've had some unexpected expenses this month and cannot pay my bill this month

0% - I've recently been out of town and forgot to pay my bill and need more time

0% - I've been busier than usual and forgot to pay.

6.8% - I've recently lost a family member and have unexpected expenses to take care of

5.1% - I need to move a family member with a life-threatening illness and/or they use essential life-sustaining medical equipment that has a critical need for electricity- what do I need to do to make sure their equipment does not lose power?

45.8% - My elderly family member is living alone and I'm worried about making sure they pay their bill every month.

23.7% - My elderly family member is on a fixed income. With summer coming, how can they keep their bills manageable and not fall behind?

0% - I've recently lost my job and cannot pay my bill this month

0% - I've recently had my hours cut and need help paying my bill

0% - I've had some unexpected expenses this month and cannot pay my bill this month

3.4% - My finances have been impacted by COVID-19 (for any or all of the above reasons)

Are you an APS solar customer? 15.3% Yes, 76.3% No, 8.5% N/A

Date shop performed Various

Day shop performed:

0% - Sunday

3.4% - Monday

18.6% - Tuesday

16.9% - Wednesday

32.2% - Thursday

28.8% - Friday

0% - Saturday

Recorded Call:	Various
Time call started:	Various
Time call ended:	Various
Length of call:	06:00 min:sec

Welcome/First Impressions

Number of minutes waited before speaking to a live person?

50.8% - No wait (answered immediately after being transferred by the automated phone system)
 30.5% - Less than 1 minute
 6.8% - 1-2 minutes
 11.9% - 2-5 minutes
 0% - More than 5 minutes

Number of voice prompts required to reach an advisor?

44.1% - Less than 3
 44.1% - 3 to less than 5
 11.9% - 5 to less than 8
 0% - More than 8

Did the automated phone system verify your identity?

40.7% Yes, 59.3% No

Did the automated phone system have a feature/button allowing you to go immediately to a live person?

1.7% Yes, 98.3% No

Did the advisor ask you to repeat any information you provided to the automated phone system (address, account number, or unique identification)?

6.8% Yes, 93.2% No

What information did you have to repeat? Check all that apply

25% - Name
 0% - Verify last 4 digits of ID type on file
 25% - Account number
 75% - Service Address
 50% - Reason for calling

At any point during the shop, did the advisor call you by your name?

16.9% Yes, 83.1% No

While you were speaking to the advisor, were you ever put on hold?

6.8% Yes, 93.2% No, 0% N/A

What was the reason you were put on hold (or what was said by the advisor)?

Various

Approximately, how long were you placed on hold?

25% - Less than 30 seconds
 50% - More than 30 seconds, but less than 1 minute
 0% - More than 1 minute, but less than 2 minutes
 25% - More than 2 minutes, but less than 5 minutes

	0% - Greater than 5 minutes
Did the length of the hold time exceed your expectations?	0% Yes, 100% No
Did you experience any difficulty understanding the advisor?	6.8% Yes, 93.2% No
Why did you have difficulty understanding the advisor? (Check all that apply)	0% - Spoke in technical terms 100% - Did not articulate well/speak clearly 0% - Background noise 0% - Other
Description of other difficulty encountered:	Various
How many advisors did you speak to?	100% - 1 0% - 2 0% - 3 or more
Did the advisor ask if you had any other questions before ending the call?	67.8% Yes, 32.2% No
Did the advisor thank you at the end of the interaction?	83.1% Yes, 16.9% No
Needs Assessment	
Did advisor ask any questions to further understand your needs?	47.5% Yes, 27.1% No, 25.4% N/A
Description of advisor's level of interest in serving you?	62.7% - Complete focused, total attention, willing to spend as much time as needed 35.6% - Reasonably focused, but occasionally distracted or began to get feeling they wanted to move on 1.7% - Distracted, definite impression Sales Associate wanted or needed to be doing something else
Did your advisor initiate any "small talk" (conversation) during this encounter?	13.6% Yes, 86.4% No
Did the advisor offer any additional services or programs to you?	91.5% Yes, 8.5% No
How much time did the advisor spend describing the services or programs?	9.3% - Less than 30 seconds 20.4% - More than 30 seconds, but less than 1 minute 20.4% - More than 1 minute, but less than 2 minutes 38.9% - More than 2 minutes, but less than 5 minutes 11.1% - Greater than 5 minutes
List the additional services or programs your advisor	0% - Home Energy Analyzer 48.1% - Energy Support Program

recommended. (select all that apply)

13% - Budget Billing
9.3% - Service Plan Comparison
5.6% - Autopay
9.3% - Payment Arrangement
3.7% - Notifications
13% - Other
7.4% - Alerts/Notifications
35.2% - Crisis Bill Assistance/2-1-1
7.4% - Energy Saving Tips
11.1% - Energy Support Program with Medical Care
5.6% - Medical Care Monitoring
5.6% - Payment Arrangement(
0% - Preferred Due Date
0% - Project SHARE
33.3% - Safety Net
1.9% - Service Plan Comparison Tool
5.6% - Summer Hold Period

What other services or programs were shared with you?

Various

Overall Customer Experience

Which of the following best describes your level of satisfaction with navigating and interacting with the automated phone system?

45.8% - Very Satisfied: I had no issues with the automated system, and everything functioned as expected
33.9% - Somewhat Satisfied: My overall experience was okay, but not perfect
20.3% - Dissatisfied: There was nothing about the interaction with the automated system that was satisfactory

How could the automated system have been improved?

Various

Compared to other automated phone systems you have interacted with, how would you rate the APS system?

20.3% - Much better than others
18.6% - A little better than others
37.3% - About the same as others
13.6% - A little worse than others
10.2% - Much worse than others

What made it worse than others?

Various

Which of the following best describes the enthusiasm of the advisor?

33.9% - Talented: (truly engaged and enthusiastic – someone who sounds like they really love their job and dealing with people, made a great impression)
52.5% - Skilled: (polite, businesslike – absolutely nothing wrong with the rep's personality, just not truly exceptional)
13.6% - Less Skilled: (sounds bored or unhappy with their job, dull or gruff – a regular customer would feel like they wish they had someone with a better personality on the line)

Which of the following best describes how knowledgeable your advisor was?

39% - Talented: (total command of the subject as if they had been doing this all their life)
49.2% - Skilled: (reasonably knowledgeable, was able to answer questions without difficulty or support)

	11.9% - Less Skilled: (difficulty providing answers, would make a real customer feel as if they wanted to speak to someone more knowledgeable)
Which of the following best describes your advisor's listening skills?	<p>30.5% - Talented: (went out of their way to ask thoughtful questions and seemed to be paying close attention to my answers including probing follow up; ie- congratulations on your new home, thank you for being a long term customer)</p> <p>50.8% - Skilled: (asked some relevant questions and responded to my answers)</p> <p>18.6% - Less Skilled: (rep did all the talking, very few questions OR did minimal talking and did not understand the reason for my call)</p>
Which of the following best describes your overall feeling about the company based on this call?	<p>37.3% - If I had a choice, I was so impressed that I left the call confident that this company is better than any other options</p> <p>54.2% - If I had a choice, I would definitely consider using APS as my electric provider, but was not impressed to the point that I am confident they are the best solution</p> <p>8.5% - If I had a choice, I would not select APS as my electric provider. I would be hesitant to trust and recommend this company.</p>
Problems shopper experienced during call. (select all that apply)	<p>37.3% - The automated phone system was confusing (not sure what to say or push to reach the right department)</p> <p>35.6% - Took too long to reach a "live" person</p> <p>1.7% - Advisor said computer was responding slowly or shared details about the process they were following (told customer steps they were taking to resolve their issue)</p> <p>0% - Advisor had difficulty accessing records/materials</p> <p>3.4% - Advisor unsure how to process request</p> <p>1.7% - Sound volume too low</p> <p>1.7% - Able to hear background noise</p> <p>1.7% - Advisor took too long to process the request</p> <p>5.1% - Other problem</p> <p>45.8% - No problems encountered</p>
Other problem experienced:	Various
Please provide a description of your call experience, from start to finish. Include any items or moments that stood out to you (good or bad).	Various

Data Provided from IntelliShop Portal



SURVEY SUMMARY
Arizona Public Service: Marketplace Evaluation
Scenario Theme: Internet Market Place
7/1/2020 - 11/30/2020

126 evaluations, Avg Score 95.70%

Online Experience Evaluation

Date shop performed	Various
Start time:	Various
End time:	Various

General Information

Which of the following are you using to complete this survey?	28.6% - Desktop computer 54% - Laptop computer 12.7% - Mobile device 4.8% - Tablet
Which of the following best describes the Internet connection you are using for this shop?	1.6% - Telephone Modem 98.4% - High Speed Access (DSL, Cable, IDSN, T1, etc.)
What type of High-Speed access do you have?	39.7% - Cable Modem 23.8% - DSL 18.3% - Fiber Optic (T1 line, FiOS, etc.) 3.2% - Satellite (e.g. HughesNet) 1.6% - Other 13.5% - Unsure or do not know
If other, what type of high-speed access do you have?	Various
What type of browser did you use to access the site?	69% - Chrome 4.8% - IE 3.2% - Edge 4% - Firefox 15.1% - Safari 4% - Other
If other, what browser did you utilize?	Various

Please provide a story-like recap of navigating the website up to this point: Various

Accessing APS Marketplace

Were you able to access marketplace.aps.com/? 100% Yes, 0% No

If no, please describe why you were unable to complete the task: Various

Ease of navigating/using the web site: 86.5% - Very easy to use
12.7% - Somewhat easy to use
0.8% - Not easy to use

Clarity of instructions for forms, creating an account, etc.: 77.8% - Very clear
19.8% - Somewhat clear
2.4% - Not clear at all

Range of services that can be performed online: 88.1% - Wide range of services
9.5% - Limited range of services
2.4% - More services should be added

Usefulness of information provided via the web site (e.g., scores, reviews): 84.1% - Very useful information
15.1% - Somewhat useful information
0.8% - Information was not useful at all

Speed of completing desired activity: 69% - Very quick
26.2% - Acceptable speed
4.8% - Needs Improvement

Overall website experience: 69% - Very Satisfied - I had no issues with the Marketplace and everything functioned as expected.
30.2% - Somewhat Satisfied - My overall experience was okay but not perfect.
0.8% - Dissatisfied - There was nothing about the interaction with the Marketplace that was satisfactory.

Please provide a story-like recap of your experience accessing APS' Marketplace? Various

Account Setup

Were you able to create a Marketplace account by clicking the sign in button in the top right corner of the web page? 100% Yes, 0% No

If no, please upload a screenshot of the web page you are viewing: Various

Were you able to access Account Settings by clicking on the icon to the left of the shopping cart? 100% Yes, 0% No

If no, please upload a screenshot of the web page you are viewing: Various

Were you able to add your first/last name to the Account Settings?	99.2% Yes, 0.8% No
If no, please upload a screenshot of the web page you are viewing:	Various
Were you able to review your email settings?	100% Yes, 0% No
If no, please upload a screenshot of the web page you are viewing:	Various
Please provide a story-like recap of you experience setting up and personalizing an account:	Various

General Site Navigation

Were you able to locate and click on the hamburger menu (3 bar menu type)?	98.4% Yes, 1.6% No
If no, please upload a screenshot of the web page you are viewing:	Various
Were you able to access the Cars site?	99.2% Yes, 0.8% No
If no, please upload a screenshot of the web page you are viewing:	Various
Did the website allow for a comparison of cars based on fuel efficiency?	96.8% Yes, 3.2% No
If no, please upload a screenshot of the web page you are viewing:	Various
When clicking on the hamburger menu, were you able to select "APS Marketplace"?	99.2% Yes, 0.8% No
If no, please upload a screenshot of the web page you are viewing:	Various
Please provide a story-like recap of your experience navigating the website in this section:	Various

Category Specific Navigation

Were you able to locate and select the thermostat category on the homepage?	100% Yes, 0% No
If no, please upload a screenshot of the web page you are viewing:	Various
Were you able to locate the banner offering a \$30 rebate on thermostat(s)?	100% Yes, 0% No
If no, please upload a screenshot of the web page you are viewing:	Various
Were you able to locate and click on the "Google E" thermostat?	100% Yes, 0% No
If no, please upload a screenshot of the web page you are viewing:	Various
Were you able to see a banner that described receiving a	99.2% Yes, 0.8% No

\$30 instant rebate when adding the "Google Nest E" thermostat to your cart?

If no, please upload a screenshot of the web page you are viewing: Various

Were you able to add the thermostat to your cart and click continue? 98.4% Yes, 1.6% No

If no, please upload a screen shot of the web page you are viewing: Various

Were you able to complete the form and click next? 96% Yes, 4% No

If no, please upload a screenshot of the web page you are viewing: Various

Was there a radio button asking if you reviewed the terms and conditions? 95% Yes, 5% No

If no, please upload a screenshot of the web page you are viewing: Various

Was there a button to click "yes" to learn about Cool Rewards? 85% Yes, 15% No

If no, please upload a screenshot of the web page you are viewing: Various

Were you able to close the cart by clicking the "X" in the upper right hand corner? 100% Yes, 0% No

If no, please upload a screenshot of the web page you are viewing: Various

During the process did any third party offers include instant rebates? 71.7% Yes, 28.3% No

If no, please upload a screenshot of the web page you are viewing: Various

Please provide a story-like recap of going through the process of purchasing a thermostat: Various

Past Purchases

Were you able to locate and click "Claim Rebate for a Past Purchase?" 99.2% Yes, 0.8% No

If no, please upload a screenshot of the web page you are viewing: Various

Did you need a receipt to upload when completing your Fast Track form? 80.8% Yes, 19.2% No

Were you able to exit the Rebate Fast Track Form by clicking the X in the corner? 100% Yes, 0% No

Please provide a story-like recap of your experience accessing rebates for past purchases: Various

Site Support

Were you able to locate and click the "Support" button in the footer bar?	97.6% Yes, 2.4% No
If no, please provide a screenshot of the web page you are viewing:	Various
Were you able to locate and submit the following question: "How do I contact Customer Service?"	100% Yes, 0% No
If no, please provide a screenshot of the web page you are viewing:	Various
Were you given access to a linked article on how to contact Customer Service?	99.2% Yes, 0.8% No
If no, please provide a screenshot of the web page you are viewing:	Various
Were you ultimately able to locate Site Support contact information?	98.4% Yes, 1.6% No
If no, please upload a screenshot of the web page you are viewing:	Various
Please provide a story-like recap of your experience locating and utilizing site support:	Various
Summary	
Please provide a description of your APS Marketplace experience. Include any items or moments that stood out to you (good or bad).	Various

Data Provided from Intellishop Portal

